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Amendments to and Listing of the Claims:

Please cancel claims 15, 19, 20, 43, 57 and 58. Please amend claims 3, 31, 45, 51, 54 and 55 as follows:

1-2. (canceled)

3. (currently amended) A system for delivering customized web pages to users, said system comprising:

a computer associated with a user; ~~and~~

<u>a demographic server that stores demographic information; and</u>

at least one content server that stores content for at least one web page;

wherein said content server receives a request for a web page from the computer, wherein the request for a web page includes <u>a request for the</u> demographic information, wherein said demographic information comprises anonymous demographic data, wherein the anonymous demographic data is selected from ~~the~~ <u>a</u> group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences, wherein the content server customizes the content of the requested web page based on the <u>anonymous</u> demographic ~~information~~<u>data</u>, and wherein said content server delivers the customized web page to the computer associated with the user.

4-30. (canceled)

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31. (currently amended) A computer-implemented method for customizing web pages provided over a network comprising:

(a) receiving, at a server computer, a web page request issued by a requestor over the network from a requestor's computer, wherein the page request includes a demographic identifier;

(b) retrieving demographic information identified by the demographic identifier from a demographics server, wherein the demographic information comprises anonymous demographic data, wherein the anonymous demographic data is selected from the a group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences; and

(c) in response to the web page request, customizing a web page to be displayed on the requestor's computer based on the anonymous demographic informationdata.

32. (previously presented)   The method of claim 31 further comprising:

(d) transmitting the customized web page to the requestor's computer for display thereon.

33. (previously presented)   The method of claim 31, wherein the demographic information is stored on the requestor's computer in the form of a cookie.

34. (canceled)

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35. (previously presented)   The method of claim 31, wherein the demographic information corresponding to the requestor is supplied by the requestor in response to questions posed to the requestor by the demographics server.

36. (previously presented)   The method of claim 31, wherein the demographic information is encrypted before being provided to the server computer.

37. (previously presented) The system of claim 3, wherein the demographic information is compressed.

38. (previously presented) The system of claim 3, wherein the demographic information is encrypted.

39. (canceled)

40. (previously presented) The system of claim 3, wherein the demographic information is stored on the computer associated with the user.

41. (previously presented) The system of claim 40, wherein the demographic information is input by the user.

42 – 44. (canceled)

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45. (currently amended) A system for delivering customized web pages to users, said system comprising:

a computer, associated with a user;

a demographic server, wherein the demographic server stores demographic information comprising anonymous demographic data, wherein the anonymous demographic data is selected from the a group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences; and

at least one content server that stores content for at least one web page, wherein said at least one content server receives a request for a web page from the computer, wherein the request for a web page includes a demographic identifier that identifies the anonymous demographic informationdata, and wherein said content server delivers a customized web page to the computer associated with the user.

46. (previously presented) The system of claim 45, wherein the demographic identifier is a code that indicates a demographic classification.

47. (previously presented) The system of claim 45, wherein the demographic identifier is comprised of one or more fields, wherein each field is comprised of a value of a type of demographic information.

48. (previously presented) The system of claim 45, wherein the demographic identifier is compressed.

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49. (previously presented) The system of claim 45, wherein the demographic identifier is encrypted.

50. (canceled)

51. (currently amended) The system of claim 45, wherein the content server sends the demographic identifier to the demographic server, wherein the demographic server sends the identified demographics information to the content server, and wherein the content server utilizes the anonymous demographic information data to customize the content for the web page requested by the user.

52. (previously presented) The system of claim 45, wherein the demographic information is input by the user at the computer, and wherein the computer sends the demographic information to the demographic server.

53. (previously presented) The system of claim 52, wherein the demographic identifier is sent by the demographic server to the computer and stored on the computer.

54. (currently amended) A computer-implemented method for utilizing demographic information over a network of computers, said method comprising:

storing the demographic information on a demographics server, wherein the demographic information comprises anonymous demographic data, wherein the anonymous demographic data is selected from the a group consisting of gender, marital status, age, salary, number of children, job type, residence location, political affiliation, hobbies, preferred greeting name, interests, and user preferences;

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storing a demographic identifier on a computer associated with a user, wherein the demographic identifier identifies the anonymous demographic ~~information~~data;

issuing a request from the user to receive a web page from a content server via the network, the request including the demographic identifier corresponding to the user; and

retrieving the demographic information identified by the demographic identifier via the network from the demographics server.

55. (currently amended) The computer-implemented method as recited in claim 54, wherein said method comprises:

customizing, at the content server, the web page for the particular user based on the retrieved anonymous demographic ~~information~~data.

56. (previously presented) The computer-implemented method as recited in claim 54, wherein the content server is the demographics server.

57 – 58. (canceled)

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